

M.A.P. Team Meeting

Wednesday, May 31, 2006, 8:30 AM

Agency of Commerce & Community Development
6th Floor, Conference Room A, National Life Building
Montpelier

Attendees: Christine Werneke (CMO); Steve Cook (VDTM); Larry Simino (DFPR); Lynn Bruce (DCF); Kate Rouelle (BGS); David Metraux (ACCD); Doug Pine (DHR); Jill Remick (Education); Cathy Herlihy (VDTM); John Hall (F&W); Alex Aldrich (Arts Council)

NOTE that the next meeting date is June 28, 8:30 a.m. at ACCD.

Housekeeping

Christine announced that Kate Rouelle from BGS has accepted the position of Marketing Specialist to report directly to her and assist her with statewide marketing efforts. Two key responsibilities will be overseeing/managing the graphic standards and the weekly communication. Kate's first day will be June 12.

Planning calendar

A meeting with Commissioner of Tourism & Marketing, Commissioner of Economic Development, Deputy Secretary of Agriculture, and the Chief Marketing Officer has been set to continue discussions of a common brand promise/identity. This meeting will be the first of several. Other attendees are expected to be included in future meetings. The ultimate goal is to define a consistent message that can be weaved into marketing materials.

Expenditure tracking codes will be implemented in July to better capture marketing activity from state departments. This information will be used to assist in determining contracting strategy and provide data on the purchasing power of the state.

A process for gaining access to Image Relay will be rolled out in mid June to marketing, web, and business manager contacts within state agencies and departments. The initial access will be for letterhead templates, statewide master marketing contract documents, and state logos. Access to photography will be reviewed once the licensing agreements have been standardized and signed.

The statewide master marketing contracts are in place and working well. A number of training sessions, introductions, and Q&A sessions have been held to assist marketing and business office persons in using them.

Marketing Definition

In the previous month's meeting, the group agreed that the following items were considered marketing:

- Paid advertising

- PSAs
- Trade shows and events
- Promotional collateral material

In the last meeting, considerable time was spent discussing whether educational/outreach/awareness messages should be included under the marketing definition. Christine will move forward with the definition of marketing that includes these messages. The definition of marketing will be primarily defined by the type of format of the activity or materials and not by the content in them.

These materials will be included in the definition so that they may be considered in the guidelines, standards, and policies that will be introduced in the future. One example of this is guidelines addressing the use of the master state marketing contracts will apply to educational/outreach/awareness messages. Christine also stated that materials or marketing activity involving for these purposes will not always be tied to the same standards or policies that full sales or promotional activity is.

The definition of marketing will include: advertising, print collateral, trade shows and events, websites (visual design components only), photography, and giveaway/promotional items. Awareness, outreach, or educational content and messages in the above formats are included in this definition.

Marketing Plans

Attendees shared the status on their marketing plan development. Most departments have put some thought into them, but drafts had not yet been started. Christine explained that deadlines for marketing plan completion/submission will be staged by department – based on readiness and timing of activity. Details will be announced shortly.

Draft MAP Charter Review

The latest copy of the MAP Charter was distributed as final DRAFT and final comments were requested and documented. A final version will be distributed for review by the group via e-mail. The Charter will be used as a guide for the group and for sharing with new member departments. The group decided that a signed agreement between the CMO and Department Commissioner was not necessary.

Sub-committees

The need for sub-committees was discussed among the group. Members asked what type of sub-committee would be needed and what would they do? Christine gave the example of a committee to review the need for a sponsorship policy – a policy that would provide guidance for making decision regarding state sponsorship of events, programs, or organizations and similarly non-government organizations requesting to be sponsorships for state events, materials, publications, or programs. The group agreed that this type of policy would be very helpful. Cathy suggested that Dave Hakins could offer some assistance on drafting this. Cathy would mention to Dave and Christine can follow up on forming a group to start this.

The group felt that additional sub-committees aren't needed unless a specific need was defined. Christine will consider other topics that could be addressed in a sub-committee format.